

Spring Issue

May/June 2005

screen trade

The Quarterly Journal for UK, European and US Exhibitors

MAGAZINE

www.screentrademagazine.co.uk

Brighton Invasion

Interview with NYC's
Jon Barrenechea

Stadium Seating

The cost-effective
EPS option

Film Poster Campaigns

How crucial to
movie success?

Staging a premiere

The risks
& rewards

Plus: 5 limited edition James Dean DVD box sets to be won!

BRITAIN, EUROPE & AMERICA'S FAVOURITE EXHIBITOR JOURNAL

FULL HOUSE

Efficient, cost-effective

stadium seating

Stadium Seating Enterprises, Inc. President & COO, **Frank B. Moson** extols the virtues of the prefabricated SSE-EPS System

The value and merit of incorporating stadium seating into modern cinema design is well-recognised. In fact, regardless of whether constructing a new complex or renovating an existing cinema, to successfully compete in the marketplace exhibitors are incorporating stadium seating into their projects – a decision driven increasingly by the viewing public. And there is little doubt that the presence of tiered-seating platforms (ie. stadium seating) is one of the most desirable and sought after amenities by patrons. Studies even show that, given the choice, movie-goers will travel out of their way to find cinemas with stadium seating, and even if that means looking to theatres outside their locale.

Prefabrication, Keeping Costs Down

Through the incorporation of new, prefabricated stadium seating systems, exhibitors can now overcome the cost-complexity hurdles of the past. And, with new constructions particularly, the incorporation of stadium seating into the design can be more straightforward, also faster and simpler to construct than traditional sloped-floor designs.

Using a conventional approach to standard building foundation design, the floor slab can be constructed much like any traditional building with a flat or split-slab, giving the builder a flat surface upon which to construct all demising and vomitory walls.

The seating platform can be constructed with one or two entrances into the auditorium next to the vomitory wall separating the stadium platform from the entry aisle. Additionally, using a recently-introduced product designed to greatly simplify the

construction of stadium seating, the builder can proceed with the construction of all the interior walls, and do all ceiling-high work with the use of rolling scaffolds or a scissor lift prior to installation of the stadium platform system. The advantage of this prefabricated system is that it allows the installation of platforms to be postponed until that much later in the construction sequence while achieving greater efficiency throughout the building process.

EPS

The stadium seating system that makes this process more efficient is a recent development in the construction of stadium seating platforms. It involves the use of EPS (extruded polystyrene) foam blocks and steel riser plates as the primary materials for the prefabricated system. The EPS blocks serve as a fill material, and the steel as a forming plate for the system. After the block and steel plate are installed, a layer of concrete is poured directly over the EPS blocks using the steel plates as nosing panels for each platform. These steel panels function as the face of the stadium platform riser and the pour stop for the concrete topping slab for the platforms.

Flexible

Adding increased flexibility to the platform system design, EPS can be cut into virtually any size or shape. Moreover, EPS blocks can be used as void filler material for standard concrete-poured platforms, thus reducing the overall cost of the concrete platform.





EPS (GEOFOAM)- THE LOWDOWN

Although the use of EPS block is relatively new to cinema stadium construction, the material also known as Geofoam refers to block or planar rigid cellular foam polymeric material produced as large block insulation used in geotechnical engineering applications. It has been used successfully throughout the world for more than 30 years. Sometimes referred to as geotechnical EPS (expanded polystyrene), Geofoam has very low density, good insulation, low hydraulic conductivity, as well as strength and deformation properties that complement soil behavior. In traditional applications, Geofoam accelerates civil construction, expands possible solutions for difficult soil problems (e.g. retaining structure for slope stabilization), has excellent load distribution characteristics, and reduces construction costs.

FULL HOUSE



From an empty auditorium to stadium platforms in a single day

This is particularly true if integral colour concrete is used.

Prefabricated seating systems can also be designed to accommodate restrooms, concessions or passageways tucked under the platforms. In such cases, the EPS block is placed around and above (if there are platforms above the space) the blocked-out space below. Because EPS is extremely lightweight, rows can be added on top of the occupied space above, simply by building a structural steel deck able to support platforms loaded above.

Conclusion

It is clear, then, that Exhibition has a new technology that makes the installation of stadium seating in new, or retro-fitted, auditoriums much easier and faster than ever before. The development of a new system of prefabricated parts improves efficiency and reduces cost to the overall benefit of exhibitor and viewing public, alike. So, no longer is stadium seating out of reach for any exhibitor, large or small.

www.sseating.com

